INTRODUCTION

Marketing is the business activity that explores unfulfilled needs and wants , defines their magnitude, determines which target market can be best and optimally served, decides on the basis of appropriate products, pricing, promotion and distribution programs to serve these markets with the aim of exploring new opportunities and developing a market orientation . Marketing is an ancient art. The first marketing transaction can be perhaps attributed to Adam and Eve. Its emergence as a management discipline is of relatively recent origin. And within this relatively short period, it has gained a great deal.

Marketing plays a very important role by satisfying these needs and wants through exchange processes and by serving the best quality goods with assurance of serving the customer in the best possible manner and ends at building long term relationship. The process should be well communicated by developing the value of a product or service through positioning to customers.

Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customer and managing customer relationships in ways that also benefit the organization. Marketing is the science of choosing target markets through market analysis and market segmentation , as well as understanding consumer buying behavior . From the societal point of view, marketing is the link between a society's material requirements and its economic patterns of response . Marketing satisfies these needs and wants through exchange processes and building long term relationship.

According to American Marketing Association : Marketing is the activity , set of institutions, and process for creating, communicating, delivering , and exchanging offerings that have value for customers, clients, partners, and society at large.

Philip kotler defines marketing as "the science and art of exploring , creating and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and service

Rural Marketing

Today, rural India is attracting every corporate house in India and the world around and has been considered as the most lucrative market because companies across different sectors are wooing them to support their momentum of business growth. Rural market are full of opportunities, which are in abundance and relatively untapped.

Rural Marketing can be defined as a marketing activity in which products are sold in rural areas and the one dominant participant from buyer or seller is from a rural areas. This implies that rural marketing is all about marketing of inputs (products or services) to the rural masses as well as marketing of outputs from the rural markets to other geographical areas.

Rural India is attracting every corporate house in India and around the world , it has been considered the most lucrative market because companies across different sectors are wooing them to support their momentum of business growth. Rural markets are full of opportunities , which are in abundance and relatively untapped. The rural market has changed significantly in the past one decade. A decade ago , the rural market was more unstructured and was not prioritized target location for corporation. Very few companies, mainly the agro- based ones were concentrating in these markets. There are no innovation strategies and promotion campaign. A distribution system did exist but was weak illiteracy and lack of technology were the other factor leading to the poor reach of product and lower level of awareness among the villagers. Gradually corporate realize that there was a saturation stiff competition and clutter in the urban market and the demand was building in the rural areas . Seeing the enormous potential of 75% Indians living in rural areas , they started focusing on these unexplored high-potential areas. Companies came up with special rural products like Parle g tikki Packs @ Rs 2 , Chic shampoo sketch @ Rs 1, Shanti Amla oil by Marico. All these brought positive result for them. Also project like Bharat by Hindustan liver where trials were generated across India in 1999 saw 30% of its personal product.

Challenges in Indian Rural Market

Rural market as a part of an economy, have untouched potential. There are several difficulties confronting the effort to fully explore rural market. The concept of rural market in India is still evolving shape, and a sector poses a variety of challenges. Distribution cost and non-availability of retail outlets are major problem faced by the marketers. The success of the brand in Indian rural market is an unpredictable. Many brands which should have been successful , have failed this is due to firm.

Marketers need to understand the social dynamic and attitude variations within each village through nationally it follow a consistent pattern. The main problem in rural marketing are :

1) Understanding the rural consumer
2) Poor Infrastructure
3) Physical Distribution
4) Channel Management
5) Promotion and marketing Communication

Marketing Strategy

Marketers need to understand the psychology of the consumer and then act as a result . Rural marketing involve more exhaustive personal selling effort compared to urban marketing. Firm should abstain from designing goods for the urban markets and pushing them in rural areas to effectively tap the rural markets. This can be done by utilizing by various rural folk media to reach them in their own language and in large number so that the brand can be associated with numerous rituals, celebration, and other activities where they assemble.

Strategies that may be helpful in improving rural marketing: -----

A. Product Strategies
B. Pricing Strategies
C. Distribution Strategies
D. Promotion Strategies
E. Marketing Strategies

A. Product Strategies

1. **Small unit and low price packing :** By making the product available in small and low price packing , company can attract villagers at least try it product because larger pack size may be out of reach for rural

consumer because of their price and usage habits. For example Shampoos, Biscuits.

2. **New product design :** A company can opt for new product design or modified design that are especially meant for rural keeping their in view.
3. **Brand Name:** The brand name awareness in the rural areas has fairly increased. A brand name is very essential for rural consumers to remember the product.

B. Pricing Strategies : The pricing strategy for rural market will depend upon the scope for reducing the price of the product to suit the rural income and at the same time the not compromising with the utility of product.

1. **Low cost product :** This strategy can be adopted by both manufacturing and marketing men. Price can be kept low by small unit packing.
2. **Simple Packing :** Sophisticated packing should be avoided and simple packing should be adopted to cut the cost.

C. Distribution Strategy : Most of the manufacturer and marketer can arrange for distribution to villages using strategies listed below :----

1. **Using Own Delivery Van :** One of the way of distribution to rural areas can be using delivery van which can serve two purpose it can take product to consumer in every nook and corner of the market and it also enables the firm to establish direct contact with them and thereby facilities sales promotion , However only big companies can adopt this channel.
2. **Paintings :** A picture is worth thousand words. This way of conveying message is simple and clean. Rural people like the sight of bright colors . COKE, PEPSI , and TATA traders advertise their product through paintings.

D. Promotion Strategies : Mass media is powerful medium of communication and other strategies that can be followed :

1. **Promoting Product with Indian Model and Actors:** Companies should picking up Indian model and actors for advertisement as this will help them to show themselves as an Indian company. For example Shahrukh khan is choosen as brand ambassador for MNC quartz clock.

2. **Promoting Indian Sport Team :** Companies may promote Indian sport teams so that they can associate themselves with India. With this they can influence Indian mindset . ITC was promoting Indian cricket team for years ; during world cup they launched a campaign " Jeeta hai jitega apna Hindustan India India India".

E. Marketing Strategies: Marketing need to understand the psyche of the rural consumer and then act accordingly. Rural marketing involves more intensive personal selling efforts as compared to urban marketing. To effectively tap the rural market a brand must associate with the same things the rural folks do. This can be done by utilizing various rural folk media to reach them in their own language and in large number so that the brand can be associated with the rituals, celebrations, festivals and other activities where they assemble.

Top 10 FMCG Companies in India

1. Hindustan Unilever Ltd
2. ITC
3. Nestle India
4. GCMMF (Amul)
5. Dabur India Limited
6. Asians Paints India
7. Cadbury India
8. Procter & Gamble
9. Nestle

REVIEW OF LITERATURE

(Sreedevi, 2016) The study focus to find the challenges and strategies of rural marketing and also the effectiveness of current marketing strategies adopted by the marketers. (S.**Saranya & G. Surya 2016)**The consumer plays an important in marketing . The study is influenced by various factors in the changing scenario it is found that consumer needs and wants to buy a product also changes with it (**kanta , R & Khanna , M 2015**)The study reveals that there is a great opportunity for the marketers in the rural areas. The rural market form an important part of the total market of India. (**Joseph, Kumar 2014)** The study reveals that the rural consumer are known to earn low income , low level of literacy , low level of brand awareness , inadequate communication and transportation facilities. (**Mehraj , I 2014)** The study says that rural market offers a great scope for FMCG Companies to market their product because of the recent increases in rural income. The right distribution objective is to get the right good to the right place at the right time for the least cost.**(Vyas , V & Vyas , S 2014)** The author initially attempts to define the population which (60%)which lives in rural areas . Rajasthan is a state with 3,42,239 sq km geographic area, 76.6% rural and 23.4% urban population with 165 per sq km population density. The market brings huge potential for growth and expansion for achieving FMCG products.**(Goel , A .2014)** The author highlights the present scenario of rural marketing especially rural producers and its importance. The study also focuses on transportation facilities , communication and development in infrastructure . **(Krishnan , J . 2014)** The study mainly focuses on the aspect of rural aspect of rural markets, marketing issues and challenges , problem relating to rural marketing environment. (**Gulati , N. 2013)** It has been shown the importance on rural marketing , strategies which determine the product, price, promotion , distribution, marketing and sales strategies which can help various organisations to capture large market share of rural India. (**Gulati , N. 2013)** Rural marketing determines the carrying out of business activities and bringing in the flow of goods from urban to rural region of the country as well as marketing of various products manufactured by the non- agricultural worker from rural to urban areas. **(Kumar, M. 2012)** The Indian rural market with its vast size and demand base offers great opportunities to companies. Two third of Indian consumer lives in rural consumer and almost half of the income is generated here. The Indian rural market has a huge demand base for durable products and offers great opportunities to market . **(Dixit, K 2011)** The study mainly reveals on the aspect of rural infrastructure , income level , rural people education , media communication , availability of product , affordability cost price of brand and product awareness.

Table NO. 1 Reviewed Papers / Article

Author Name	Title	Study Objective / Study Description	Country Geographical Area covered	Sample Size / Data Analysis Method	Findings / Conclusion
Sreedevi (2016)	Dimension of rural	The Indian rural market are opened with great opportunities to the FMCG marketers. The study focuses to find the challenges and strategies of rural marketing and also the effectiveness of current marketing strategies adopted by the marketers	India	506 Respondents Stratified random sampling	The effectiveness of rural marketing strategies has been found less then satisfactory. The marketers therefore need to focus on the availability of their product in rural market for convenient purchase by rural consumers at an affordable price.
Saranya , S & Surya , G (2016)	The role of FMCG Product among women consumer	The aim of this study is to find out customers need and wants to buy a particular product of FMCG in rural areas and also to find out the significant factors that influence the purchase factor of	India	400 Respondent	The study reveals that the success of many business companies depend upon their ability to create and retaining the customers. A major goal is to

		FMCG product.			satisfy the customer needs and wants with more effectively and efficiently.
Khanna , M. & Katna, R (2015)	Innovative Strategy in Rural Marketing : Challenges and opportunities	The author focuses on the opportunity for the marketers in rural areas. The rural market form an important part of the total market of India.	India	150 respondent	The study has concluded that the challenges and opportunities which rural market offers to the marketers can be said that future is very promising for those who can understand the dynamic of rural market.
NA , K & J J (2014)	Study on consumer behavior towards FMCG products among the rural suburban	Rural consumer are known to earn low income due to the level of illiteracy, low level of brand awareness. The study also examine to influence buying motives and attitude of the purchase behavior of rural consumer.	India	100 respondent	The study focus on the various of the purchase behavior of rural / semi urban consumer.
Mehraj (2014)	Study on problem faced by the	The objective is to find out the problem perceived by the channel members in	India	450 respondent	Channel distribution always faces the

	FMCG distribution channels in rural areas : Journal of Business Quantitative	distribution of FMCG in rural areas and to measure the level of satisfaction of rural consumer towards FMCG distribution system			discrimination as distributor . There is a prevalence of spurious goods with the same brand name and packing colors and many rural consumers were becoming victim .
Vyas, V & Shivani, V (2014)	Potential of Rural Marketing in Rajasthan : Journal of Management	The study initially attempts to define the population which (60%)which lives in rural areas . Rajasthan is a state with 3,42,239 sq km geographic area, 76.6% rural and 23.4% urban population with 165 per sq km population density. The market brings huge potential for growth and expansion for achieving FMCG products	India	150 respondent	The study has concluded that there is a huge potential and definitely there is a lot of money in rural India but the smart thing would be to weigh in the roadblock as carefully as possible . The companies entering into rural market must do so for strategic reason and not for tactical reason.
Krishnan, J (2014)	Rural Marketing Strategies , Issues	The objective is to study the strategies of rural marketing and to discuss the	India	100 respondent Descripti	The study reveals that the rural marketing is a developing

	and Challenges : International journal of Management Research	issues and challenges of rural marketing.		ve method	concept and as a part of economy has untapped potential ; marketers have realized the opportunity. Improvement in infrastructure and reach promise a bright future for those intending to go rural.
B, Rajasekaran (2014)	Consumer satisfaction on fast moving consumer goods	The objective of this paper is to study the brand preference and opinion towards popular brands.	India	100 respondent	It is concluded that what is the attitudes towards FMCG products , values , beliefs and perception etc.
Dalal , G (2014)	Study the satisfaction level of customer	The aim of this study is to find out the availability of branded product which satisfies the need and wants of customer.	India	100 respondent	It is concluded that availability of brand is important in rural areas also which attract new customers of rural people.
Manpreet , K (2013)	Strategies of rural marketing in India	To find out the various initative taken by HUL to reach rural	India	200 respondent	It is concluded that HUL is a brand which has to create awareness

		consumer			among the rural people.
Rajora , M (2013)	Rural Retailing in India : A changing Paradigm	The aim of this study is to face tremendous challenges and are looking to increase their sales in rural areas for new FMCG products.	India	100 respondent	It is concluded that attractiveness of rural market has been accepted , it also concluded that to understand the marketing issues of retail product in rural
Kumar , M(2012)	Rural marketing : Potentials and strategies for durables	The study discusses the benefit of rural marketing, durables goods and what are the consumer perception towards durables and non-durables products. The study aims to focus on the durables and non-durables products and which offers great opportunities to marketer.	India	150 respondent	The study has concluded that in marketing of durable goods in rural areas of the country has a vast areas of potential. The Indian rural market has a huge demand bases a huge offers and opportunities to marketers.
Gulati , N (2013)	Strategies of rural marketing in India : International journal of management and	The aim of this paper is to discuss the emerging power in rural marketing and to provide suggestions in order to make a rural marketing a success.	India	150 respondent	The study concluded that rural marketing plays an important role in the economic development of developing

	social science				country
Velayudhan (2007)	FMCG Distribution channels in rural area.	To examine the problem perceived by channel members in distribution to Fast Moving Consumer Goods to rural areas of Ajmer.	India	250 respondent	It is concluded that channel distribution always face discrimination. Less educated people in rural areas did not buy branded product.
Khicha (2007)	Study on Problem faced by FMCG distribution channels in rural area	The objective of this study is that which helps in direct marketing activities which helps rural consumer to learn about different brands, product of FMCG.	India	200 respondent	The study reveals that rural consumer should learn about different product availability which helps them to understand different varieties of FMCG goods.
Bhattacharya (2005)	A study on the problem faced by FMCG distribution	The objective of this study is that FMCG companies changes the track of distribution to attract customers and also to measure the effectiveness of rural FMCG distribution.	India	200 respondent	The study concluded that companies need to accomplished or need to build trust among rural consumers.
Lokhande	Role of FMCG	The aim of this study is that FMCG	India	150 responde	The study concluded that

(2004)	product among women consumer	companies are trying their best in rural areas of Rajasthan to get more and best product and to educate rural people about the product.		nt Random sampling method.	rural consumers is changing his consumption habits which also changes its environment .

RESEARCH GAP

- There is a dearth of studies in rural areas regarding the strategies adopted by FMCG companies to explore the rural marketing strategies of FMCG companies in rural areas of Rajasthan.

- In most of the studies research is only based on durable goods and consumer perception towards durable and non-durable products.

- In most of the studies, FMCG has been associated with only consumers in urban areas. There is a need to explore the relation between FMCG products and response of consumer in rural areas.

STATEMENT OF THE PROBLEM

Marketing is the most important aspect of economic development. No industry or business can survive without proper marketing. FMCG products are such goods which are needed by everyone . These goods are fast consumable items and are bought and sold frequently for the satisfaction of wants. A strong well design rural marketing strategy can ensure the growth , development and stability of any organisation.

OBJECTIVE OF THE STUDY

1. To know the strategies of rural marketing of FMCG companies in Rajasthan.
2. To identify the problems faced by FMCG companies in rural marketing .
3. To identify the source from where the rural consumer buy FMCG products.
4. To provide suggestions to FMCG companies in order to make the rural marketing a success.

HYPOTHESIS

Ha1: There is a significant difference between rural marketing strategies adopted by FMCG companies in Rajasthan.

Ha2: There is a significant difference between the satisfaction level of rural consumer for FMCG companies in Rajasthan..

Ha3: There is a significant impact of rural marketing strategies of FMCG companies on rural consumer satisfaction in Rajasthan.

Research Methodology

RESEARCH DESIGN: A descriptive and explorative research design.

- **SAMPLE SIZE :** 400 by Morgan formula
- **DATA COLLECTION :** The **Primary Data** will be collected through questionnaire, observation , interviewing , survey among rural areas, and
- **Secondary data** will be collected from Internet , books, journals, annual reports, magazines, newspapers
- **DATA ANAYLSIS TOOL :** For the purpose of presentation and analysis of data following statistical tool will be applied:
    1. The data will be collected and will be tabulated and presented in the form of pie charts, tables and graphs.
    2. Correlation, Regression, t-test, ANOVA will be used for hypothesis testing.

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PROPOSED CHAPTER SCHEME

Chapter No.	TOPICS
1	Introduction – An Overview
2	Conceptual Framework of rural marketing strategies of FMCG in Rajasthan
3	Research Methodology 3.1 Objective of the study 3.2 Rationale of the study 3.3 Scope of the study 3.4 Hypothesis RESEARCH DESIGN 3.5 Sampling Design 3.6 Sample Size 3.7 Method of Sampling DATA COLLECTION METHODS 3.8 Primary Data Collection -- Source ---Instrument & tools used 3.9 Secondary Data Collection --- Review of related literature ----Journals --- Statistical tools used for Data Analysis
4	DATA ANALYSIS INTERPRETATION
5	Finding AND CONCLUSION